

In the Claims:

Claims 2-4, 14-15, 19-21, 26-34, 36-38, 43-51, 71, 76, and 81 have been amended. No claims have been canceled. No claims have been added. A listing of claims follows:

1. (Canceled).
2. (Currently Amended) The system of claim 76, wherein the user is automatically entered by the host system in the sweepstakes after determining eligibility based on a number of factors including at least one of age and location, and wherein a maximum number of points the user can accumulate in one day is fixed.
3. (Currently Amended) The system of claim 76, wherein the host computer system stores registration information pertaining to the user, wherein a spoof-resistant unique identifier of the user is written in a persistent cookie on a computer of the user and is used to allocate points, and wherein a transient cookie having last location information is processed to detect fraud.
4. (Currently Amended) The system of claim 76, wherein the user receives one entry in the sweepstakes for each point the user has been awarded after a redundant check is performed in both a counting bone tracking module of the host computer and a database server of the host computer.

5. (Previously Presented) The system of claim 76, wherein the user is awarded one or more points for accessing a feature of the webpage.
6. (Previously Presented) The system of claim 76, wherein the user is awarded one or more points for making the webpage the user's home page.
7. (Previously Presented) The system of claim 76, wherein the user is awarded one or more points for signing up for a service offered by the host computer system.
8. (Previously Presented) The system of claim 7, wherein the service is email.
9. (Previously Presented) The system of claim 76, wherein the point value associated with at least one of the plurality of hyperlinks is displayed on the webpage.
10. (Previously Presented) The system of claim 76, wherein the point value for each of the plurality of hyperlinks is displayed on the webpage.
11. (Previously Presented) The system of claim 76, wherein the host computer system stores a table containing, for each hyperlink on the webpage for which at least one point is awarded, a number of at least one point associated with the hyperlink.
12. (Previously Presented) The system of claim 76, wherein the number of points awarded to the user is displayed on a user computer system when the user computer

system accesses the webpage and the host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points.

13. (Previously Presented) The system of claim 76, further comprising a database server storing a database; the database storing point information relating to the user.

14. (Currently Amended) The system of claim 13, wherein:

the host computer system stores a table containing, for each hyperlink for which points are awarded, a number of at least one point associated with the hyperlink;

the number of awarded points is displayed on a user computer system and the host computer system causes the displayed number of points to be updated after an award of additional points; and

the host computer system transmits the points awarded to the user to the database server at least once a day.

15. (Currently Amended) The system of claim 14, wherein the points are transmitted to the database server asynchronously to reduce bottlenecks between a web server and the database server.

16. (Previously Presented) The system of claim 76, further comprising:

a third-party computer system hosting a third-party website, wherein

- (i) a user computer system accessing the webpage can be connected to the third-party computer system via one of the plurality of hyperlinks; and

- (ii) the host computer system awards at least one point to the user for accessing the one of the plurality of hyperlinks that directs the user to the third-party website.
17. (Canceled).
18. (Canceled).
19. (Currently Amended) The method of claim 71, further comprising ~~the step of:~~ automatically entering the user in the sweepstakes after determining eligibility based on a number of factors including at least one of age and location, and wherein a maximum number of points the user can accumulate in one day is fixed.
20. (Currently Amended) The method of claim 71, further comprising: ~~the step of:~~ storing registration information pertaining to the user;
generating a spoof-resistant unique identifier of the user;
writing the spoof-resistant unique identifier in a persistent cookie on a computer of the user; and
using, but the host computer, the persistent cookie to allocate points.
21. (Currently Amended) The method of claim 71, wherein the user receives one entry in the sweepstakes for each point awarded to the user after a redundant check is performed in both a counting bone tracking module of the host computer and a database

server of the host computer, and wherein a transient cookie having last location information is processed to detect fraud.

22. (Previously Presented) The method of claim 71, wherein the user is awarded one or more points for accessing a feature of the webpage.

23. (Previously Presented) The method of claim 71, wherein the user is awarded one or more points for making the webpage the user's home page.

24. (Previously Presented) The method of claim 71, wherein the user is awarded one or more points for signing up for a service offered by a host system.

25. (Previously Presented) The method of claim 24, wherein the service is email.

26. (Currently Amended) The method of claim 71, further comprising ~~the step of:~~
displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points.

27. (Currently Amended) The method of claim 71, further comprising ~~the step of:~~
displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated when additional points are awarded.

28. (Currently Amended) The method of claim 71, further comprising ~~the step of~~:
storing a table containing, for each hyperlink for which at least one point is awarded, a number of at least one point associated with the hyperlink.
29. (Currently Amended) The method of claim 28, further comprising ~~the step of~~:
displaying the number of points associated with the at least one hyperlink on the webpage.
30. (Currently Amended) The method of claim 71, further comprising ~~the step of~~:
storing a database on a database server, wherein the database stores point information relating to the user.
31. (Currently Amended) The method of claim 30, further comprising: ~~the steps of~~:
storing a table containing, for each hyperlink on the webpage for which points are awarded, a number of points associated with the hyperlink;
displaying the number of awarded points on a user computer system associated with the user, wherein the displayed number of points is updated substantially concurrently with an award of additional points; and
transmitting the points awarded to the user to the database server at least once a day.
32. (Currently Amended) The method of claim 31, wherein the points are transmitted to the database server asynchronously to reduce bottlenecks between a web server and the database server.

33. (Currently Amended) The method of claim 71, further comprising ~~the steps of~~:
allowing the user to connect to a third-party website via a hyperlink on the
webpage, wherein said hyperlink is one of said plurality of hyperlinks; and
awarding at least one point to the user for accessing at least one feature of the
third party website.
34. (Currently Amended) The method of claim 76, further comprising ~~the steps of~~:
connecting the user to a third-party website; and
awarding points to the user for accessing features of the third-party website.
35. (Canceled).
36. (Currently Amended) The computer code of claim 81, further performing ~~the step~~
~~of~~:
automatically entering the user in the sweepstakes after determining eligibility
based on a number of factors including at least one of age and location, and wherein a
maximum number of points the user can accumulate in one day is fixed.
37. (Currently Amended) The computer code of claim 81, further performing ~~the step~~
~~of~~:
storing registration information pertaining to the user;
generating a spoof-resistant unique identifier of the user;

writing the spoof-resistant unique identifier in a persistent cookie on a computer of the user; and
using, but the host computer, the persistent cookie to allocate points..

38. (Currently Amended) The computer code of claim 81, wherein the user receives one entry in the sweepstakes for each point awarded to the user after a redundant check is performed in both a counting bone tracking module of the host computer and a database server of the host computer, and wherein a transient cookie having last location information is processed to detect fraud.

39. (Previously Presented) The computer code of claim 81, wherein the user is awarded one or more points for accessing a feature of webpage.

40. (Previously Presented) The computer code of claim 81, wherein the user is awarded one or more points for making the webpage the user's home page.

41. (Previously Presented) The computer code of claim 81, wherein the user is awarded one or more points for signing up for a service offered by the host system.

42. (Previously Presented) The computer code of claim 41, wherein the service is email.

43. (Currently Amended) The computer code of claim 81, further performing ~~the step~~ of:

displaying the number of awarded points, wherein the displayed number of points is updated substantially concurrently with an award of additional points.

44. (Currently Amended) The computer code of claim 81, further performing ~~the step~~ of:

displaying the number of awarded points on the user computer system, wherein the displayed number of points is automatically updated when additional points are awarded.

45. (Currently Amended) The computer code of claim 81, further performing ~~the step~~ of:

displaying on the webpage a number of at least one point associated with at least one hyperlink displayed on the webpage.

46. (Currently Amended) The computer code of claim 45, further performing ~~the step~~ of:

displaying the number of awarded points on the user computer system, wherein the displayed number of points is updated substantially concurrently with an award of additional points.

47. (Currently Amended) The computer code of claim 81, further performing ~~the step~~ of:

storing a database on a database server, wherein the database stores point information relating to the user.

48. (Currently Amended) The computer code of claim 47, further performing the steps of:

storing a table containing, for each hyperlink on the webpage for which at least one point is awarded, a number of at least one point associated with the hyperlink;

displaying the number of awarded points on the user computer system, wherein a host computer system causes the displayed number of points to be updated substantially concurrently with an award of additional points; and

transmitting the points awarded to the user to the database server at least once a day.

49. (Currently Amended) The computer code of claim 48, wherein the points are transmitted to the database server asynchronously to reduce bottlenecks between a web server and the database server.

50. (Currently Amended) The computer code of claim 81, further performing ~~the steps of:~~

connecting the user computer system to a third-party web site; and

awarding points to the user for accessing features of the third-party website.

51. (Currently Amended) The computer code of claim 48, further performing ~~the steps of:~~

connecting the user computer system to a third-party website; and

awarding points to the user for accessing features of the third-party website.

52-70. (Canceled).

71. (Currently Amended) A method of entering a user in a sweepstakes comprising:

providing a webpage for access by a user, the webpage including a plurality of hyperlinks, and each of the plurality of hyperlinks having an associated point value indicative of ~~a~~any number of ~~at least one points~~ the user can get for clicking on the hyperlink, wherein at least two hyperlinks of the plurality of hyperlinks have different associated point values;

receiving a request that indicates that the user has clicked on one of the plurality of hyperlinks;

determining a point value associated with the one of the plurality of hyperlinks;

awarding, based on the point value associated with the one of the plurality of hyperlinks, at least one point to the user as a result of the user clicking on the one of the plurality of hyperlinks; and

awarding, based on a number of at least one point awarded to the user for clicking on the one of the plurality of hyperlinks, at least one entry in a sweepstakes.

72. (Previously Presented) The method of claim 71, wherein a point value associated with one of the plurality of hyperlinks is displayed on the webpage in proximity to where the one of the plurality of hyperlinks is displayed on the webpage.

73. (Previously Presented) The method of claim 71, wherein point values associated with respective hyperlinks in the plurality of hyperlinks are displayed on the webpage in

proximity to where their respective hyperlinks in the plurality of hyperlinks are displayed on the webpage.

74. (Previously Presented) The method of claim 71, wherein the plurality of hyperlinks includes a hyperlink to a third-party webpage and wherein the host computer system awards at least one point to the user for accessing the hyperlink to the third-party webpage.

75. (Previously Presented) The method of claim 71, further comprising:
storing a table containing, for each hyperlink of the plurality of hyperlinks, a number of at least one point associated with the hyperlink.

76. (Currently Amended) A sweepstakes system, comprising:
a host computer system hosting a webpage, wherein the webpage includes a plurality of hyperlinks and each of the plurality of hyperlinks has an associated point value indicating any number of ~~at least one points~~ a user can get for clicking on the hyperlink;
wherein at least two hyperlinks of the plurality of hyperlinks have different associated point values;
wherein the host computer system receives a request that indicates that the user has clicked on one of the plurality of hyperlinks;
wherein the host computer system determines a point value associated with the one of the plurality of hyperlinks;

wherein the host computer system awards at least one point to the user as a result of the user clicking on the one of the plurality of hyperlinks; and

wherein the user is given a number of at least one entry in a sweepstakes based on a number of points the user has been awarded for clicking on the one of the plurality of hyperlinks.

77. (Previously Presented) The system of claim 76, wherein a point value associated with one of the plurality of hyperlinks is displayed on the webpage in proximity to where the one of the plurality of hyperlinks is displayed on the webpage.

78. (Previously Presented) The system of claim 76, wherein point values associated with respective hyperlinks in the plurality of hyperlinks are displayed on the webpage in proximity to where their respective hyperlinks in the plurality of hyperlinks are displayed on the webpage.

79. (Previously Presented) The system of claim 76, wherein the plurality of hyperlinks includes a hyperlink to a third-party webpage and wherein the host computer system awards at least one point to the user for accessing the hyperlink to the third-party webpage.

80. (Previously Presented) The system of claim 76; wherein the host computer system stores a table containing, for each hyperlink of the plurality of hyperlinks, a number of at least one point associated with the hyperlink.

81. (Currently Amended) Computer code embedded in a storage medium performing ~~the steps of:~~

providing a webpage for access by a user, the webpage including a plurality of hyperlinks, and each of the plurality of hyperlinks having an associated point value indicative of ~~a any number of at least one points~~ the user can get for clicking on the hyperlink, wherein at least two hyperlinks of the plurality of hyperlinks have different associated point values;

receiving a request that indicates that the user has clicked on one of the plurality of hyperlinks;

determining a point value associated with the one of the plurality of hyperlinks;

awarding, based on the point value associated with the one of the plurality of hyperlinks, at least one point to the user as a result of the user clicking on the one of the plurality of hyperlinks; and

awarding, based on a number of at least one point awarded to the user for clicking the one of the plurality of hyperlinks, at least one entry in a sweepstakes.